

HONOURS BACHELOR OF COMMERCE – BUSINESS MANAGEMENT (BBM)

About the Program

This four-year degree program will provide you with the fundamental principles of a well-rounded undergraduate education and a solid foundation in business management. Students learn strategic management concepts in a variety of business settings that include planning, organizing, leading and evaluating. They also learn how to apply business management techniques to areas such as finance, operations, human resources and marketing for-profit and non-profit businesses and organizations. Other study topics include business ethics, customer service, selling, presentation skills, global supply chain management, taxation and applied research methodology.

Credential Awarded

Honours Bachelor Degree

Duration

8 Semesters (4 Years)

Starts

January, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements.

Skills

Throughout this program you will develop the following skills:

- Project management
- Critical thinking
- Decision making
- Interpreting complex information
- Business analysis
- Planning

Work Experience

Mandatory Degree Co-op

A work experience that includes at least one term in a formal work environment. In most cases the work term(s) is a paid position that is completed between two academic semesters and requires a minimum of 420 hours of work. Students must be in good standing and meet all identified requirements prior to participating in the work experience. The successful completion of the co-op work term(s) is required for graduation. Eligibility for participation does not guarantee that a work position will be secured. Additional fees are required for those participating in the mandatory co-op stream regardless of success in securing a work position.

Work-Integrated Learning Model

Year	September	January	May
Year 1	Semester 1	Semester 2	Break
OR			
Year 1		Semester 1	Semester 2
Year 2	Semester 3	Semester 4	Break
Year 3	Semester 5	Semester 6	Semester 7
Year 4	Work Term	Semester 8	

Your Career

Graduates of the program can explore the following career options:

- Product manager
- Project management
- Strategic planning
- Business analysis
- Marketing
- Sales
- Banking

Professional Certification

As a student of this program, you may have the required knowledge to pursue several key industry designations. These designations often require two or more years of relevant work experience, or the writing of an exam, in addition to completing your academic studies.

- Canadian Institute of Management's certified in Management (CIM) and the Professional Manager professional designations
- The Project Management Institute educational component for the Certified Associate in Project Management (CAPM) certificate
- Microsoft Office Specialist Certificate through Microsoft

Accreditation

Accreditation Council for Business Schools and Programs

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
BAB100	Introduction to Canadian Business	3
BAB110	Financial Mathematics	3
BAB120	Computer Applications for Business I	3
BAB140	Introduction to Financial Accounting	3
ENG106	Writing Strategies	3
BBA101	Business Presentations Strategy	3
Semester 2		
BAB210	Business Statistics	3
BAB220	Computer Applications for Business II	3
BAB231	Introduction to Business Law	3
BAB240	Management Accounting	3
ENG205	Applied Communication for Business and Industry	3

HRM701	Introduction to Human Resources Management	3
Semester 3		
BAB235	Introduction to Marketing	3
HST310	Business Ethics	3
HST330	Business Finance	3
HST430	Organizational Behaviour	3
LSP240	Micro Economics - Theory and Practice	3
		3
Semester 4		
BBA102	Business Innovation and Model Design	3
BAB905	Project Management	3
INX117	Foundations of Global Sustainability	3
LSP101	World Geography	3
LSP340	Macroeconomics - Theory and Practice	3
MRT296	Integrated Marketing Communications	3
WTP200	Work Term Preparation	1
Semester 5		
BMT540	Business to Business Marketing	3
BMT545	Effective Selling	3
BMT550	Management for Non-Profit and Social Enterprises	3
BMT850	Strategic Management	3
GCN500	Consultative Skills in a Global Environment	3
HST400	Operations Management	3
Semester 6		
BBA600	Strategic Business Solutions	3
BMT700	International Business Management	3
BMT780	Contemporary Issues in Management Sustainability	3
BMT855	Leadership for Managers	3
BMT870	Global Supply Chain Management	3
plus: Liberal Studies Course (1)		3
Semester 7		
BAB906	Project Management II	3
BMT646	Customer Service	3
BMT786	Information Technology for Managers	4
LSP700	Applied Research Methodology	3
plus: Liberal Studies Course (1)		3
Work-Integrated Learning Term		
BBM771	Business Management, Co-op	35
Semester 8		
BMT644	Business Finance Taxation	3
BMT800	Applied Research Project	3
BMT880	Contemporary Issues in Management Innovation	3

BMT885	Organizational Change Management	3
plus: Liberal Studies Course (1)		3

Seneca has been granted consent by the Ministry of Colleges and Universities to offer this applied degree for a seven-year term starting August 22, 2019. Seneca shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Apply strategic management knowledge and practices to support business decision making.
- Develop marketing strategies and plans by assessing, promoting, and evaluating products and services to support the strategic direction and goals of the business.
- Promote ethical and legal management principles and practices to ensure the sustainability, accountability, and integrity of the organization.
- Develop business plans and budgets using strategies and techniques for resource management and allocation.
- Evaluate the effectiveness of plans using data analysis and quality metrics for strategic decision-making.
- Analyze theories and practices of organizational behaviour and culture to examine change, foster diversity, and evaluate methods that influence change.
- Apply organizational culture theories and leadership practices to support continuity and innovation.
- Prepare business project plans using project management tools and techniques to support the goals of the organization.
- Apply human resources management processes and practices to promote an effective organization.
- Build and manage interpersonal relationships and teams through effective communication, collaboration, negotiation, problem solving, and self-reflective practice.
- Conduct data analysis and visualization to prepare applied research reports, analyze risk and inform strategies and directions

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, including six Grade 12 U or M courses with a minimum overall average of 65%, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>).
- Required courses with minimum final grade of 65% in each:
 - English: Grade 12 ENG4U
 - Mathematics: any Grade 12 U

Learn about Seneca's free English upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/english-12u-equivalency.html>) and math upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/math-12u-equivalency.html>) for applicants who don't meet

the high school requirements, as well as recommended upgrading for applicants who don't meet their academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the

admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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